

R.J. REYNOLDS

TOBACCO COMPANY

June 24, 1996

Marty Washburn
National Account Manager-Wal*Mart

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To: All Region Operation Managers
All Retail Managers
All Division Managers
All Regional Sales Managers

Subject: Wal*Mart & Supercenter Carton Plan-o-grams

Ladies & Gentlemen:

	Sales	Retail
1221	(1222)	2 2
1222	(1223)	2 2
1223	1226	
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

The day has finally arrived!! Actual new and improved cigarette carton modulars are enclosed for distribution to your people calling on these stores. Single pack modulars will be coming in late July.

There are 56 different plan-o-grams, 8 sizes x 7 clusters. We have sorted the clusters by RJR region, by assignment number, by fixture size. A Retail Representative or Sales Representative could have multiple cluster's and multiple size fixtures within their area of responsibility. You will need to determine which ones are appropriate by representative. Due to the size and weight of the modulars you may not want to mail a complete set to each and every representative.

ATTACHED
Please refer to FSC-78-A for instructions on verifying and implementing the new modular (plan-o-gram). Philip Morris is responsible for implementing the changeover, our role is to ensure correct company space allocation, brand mix, brand specific space allocation for maximum sales impact, and to make sure reorder tags are in place.

If your people have a problem at store level, or the cluster number or fixture size is incorrect, please call me at 1-800-432-7578 for handling. We will attempt to correct while in the store if possible.

All ROU's should maintain a complete set of plan-o-grams on file for future reference and distribution as needed to new representatives.

If you have questions please advise.

Sincerely,

Marty
Marty Washburn

cc: J.V. Maguire, AVP's

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